

The 100 Best Selling Typefaces for Macintosh

KEY FONTS for Macintosh

A DAZZLING ARRAY OF FULLY SCALABLE

POSTSCRIPT AND TRUETYPE

WYSIWYG FONTS FOR WORD PROCESSING,
GRAPHICS, SPREADSHEETS AND MORE!



Different fonts add **emphasis**

and **IMPACT** to documents !

100 Fonts

serif
sans serif
script
decorative

*

Softkey

CHANGING THE WAY AMERICA BUYS SOFTWARE

KeyFonts

for Apple Macintosh®

Version 3.0

SoftKey Software Products, Inc.
4800 North Federal Highway
3rd Floor, Building D
Boca Raton, Florida 33431

(407) 367-0005

Technical Support Line
(407) 367-1415

Using Fonts

Typefaces refers to the letters, numerals, symbols, and punctuation marks designed in a particular style. A *font* is a digital representation of a typeface so that a computer can use it, although most people use the terms *font* and *typeface* interchangeably. Each typeface and associated font has its own unique appearance. Fonts come in a variety of styles including normal, bold, italic, bold-italic, outline, and others. Fonts of different styles that are part of the same basic design group (such as Times or Helvetica) are called a *typestyle family*. Choosing the right typestyle and typeface/font allows you to create whatever look you desire for a document — professional, casual, highly visual, and so on.

KeyFonts supplements the fonts that came with your System 6 or 7 operating system, and the fonts that might have been included in your PostScript printer. Even if you choose to use bitmapped screen fonts instead of TrueType or ATM, and whether you use TrueType or PostScript for printing, **KeyFonts** gives you letter-perfect results every time.

One of the outstanding benefits of the **KeyFonts** collection of typefaces comes when you share documents with PCWindows 3.1 users who have the Windows version of **KeyFonts**. Your documents can now be really portable across platforms, and will look the same on the Windows versions of your word processors as they do on your Mac versions (such as WordPerfect/Mac and WordPerfect/Windows, or Word/Mac and Word for Windows) because there's a **KeyFonts** package for both platforms!

Getting Started - Installation

If you can use your Mac, you can use **KeyFonts**! If you're not already familiar with operating your Macintosh, you'll find helpful hints in the Getting Started and Reference manuals that came with your machine, and you should review them before going ahead with the **KeyFonts** for MAC installation.

Before you start you need to decide whether you should be using the **PostScript** version or the **TrueType** version of **KeyFonts** for MAC. Use the configuration guidelines outlined below to determine which version of **KeyFonts** for MAC you should install.

KeyFonts for MAC (**PostScript**) are also compatible with after market font managers such as Suitcase™ or Master Juggler™. If you are using either of these utilities install the fonts according to their instructions.

- System 6 and PostScript printer and/or ATM, use the **KeyFonts** for MAC (**PostScript**) disks, see System 6 (PostScript) installation parts 1 and parts 2.
- System 6 and non-PostScript printer, use the **KeyFonts** for MAC (**PostScript**) disks, see System 6 (PostScript) installation (part 1).
- System 7 and PostScript printer, use the **KeyFonts** for MAC (**PostScript**) disks, see System 7 PostScript installation.
- System 7 and a non PostScript printer use **KeyFonts** for MAC (**TrueType**) disks, see System 7 (TrueType) installation.
- System 7 with ATM (Adobe Type Manager) may use **KeyFonts** for MAC (**PostScript**) or (**TrueType**) disks. We do recommend that TrueType be used as it uses less memory and hard disk space.

Note2: **KeyFonts** for MAC (**PostScript**) fonts are recognized by the basic conventions regular, bold, italic and bold italic.

System 7 Users (PostScript disks) PostScript printers

From your desktop, insert the **KeyFonts** for MAC (**PostScript**) disk in the disk drive.

Double click on the disk drive icon and a window opens showing the contents of the diskette. Using **EDIT - Select All** to mark the items in the window or hold the Command key & press A. Click on a highlighted item and drag it on top of the SYSTEM FOLDER. At the next two prompts click on **OK**. You will see your please wait symbol while the fonts are being installed.

When the fonts installation is complete you will see a message box telling you how many files were copied and where they were copied to.

Repeat the above steps to install other fonts.

You may have to **RESTART** your system if your applications do not recognize the fonts.

System 7 Users (TrueType disks) Non PostScript printers

From your desktop, insert the **KeyFonts** for MAC (**TrueType**) disk in the disk drive.

Double click on the disk drive icon and a window opens showing the contents of the diskette. Using **EDIT - Select All** to mark the items in the window or hold the Command key & press A. Click on a highlighted item and drag it on top of the SYSTEM FOLDER. At the next two prompts click on **OK**. You will see your please wait symbol while the fonts are being installed.

When the fonts installation is complete you will see a message box telling you how many files were copied and where they were copied to.

Repeat the above steps to install other fonts

You may have to **RESTART** your system if your applications do not recognize the fonts.

You have successfully installed **KeyFonts** for MAC on your system.

Removing A Font:

Every installed font takes up system memory. If you are not using one or more of the installed fonts, you can remove them to free up memory for use by your applications and to increase space on your hard disk. Removal is basically the reverse of the installation process:

System 6 Users:

Use Font/DA Mover to highlight and **REMOVE** the fonts listed in your system that you no longer wish to keep installed. You can always reinstall them later from your **KeyFonts** diskettes. You may need to **RESTART** your Mac to ensure your applications recognize the changes.

System 7 Users:

Merely highlight the font suitcases/outlines you no longer wish to keep installed, and drag them out of the System or System Extension folder to another folder or to the TRASHCAN. You may need to **RESTART** your Mac to ensure your applications recognize the changes.

Using Type

Choosing different types for use in your documents goes well beyond the scope of this user's manual. It is an art (and a bit of a science) to which entire books have been dedicated, and to assist you, we've listed some references that you may wish to look for in your local library or bookstore.

Here are some simple principles that even experienced desktop publishers should keep in mind in order to get the most from your **KeyFonts**:

- Types (such as Time Roman) are called *Serif* types because they have appendages called serifs at the tips of the letters. *San-Serif* (without-Serif) types (such as Helvetica) have no serifs on the tips.
- The types you select will in-part carry your message. Whether it's serious, bold, professional, elegant, casual, or comic, impose a single theme throughout your document by careful selection of fonts.
- Don't get carried away and use too many styles in one document. If you have chosen a serif typeface for the main text of your project, be consistent by taking advantage of the same typeface in bold and italic for emphasis. You can also use a contrasting san-serif typeface for your headings. Find publications that appeal to you and look them over to determine what it is that you like about their appearance.
- Serifed text is easier on the eye than san-serif text in large doses. If you're using narrow columns, small blocks or fine print, then san-serif is acceptable, and sometimes preferable; otherwise use a serif typeface.
- Don't hesitate to add white space (also referred to as leading; it is the space between the lines of text) to your documents - it will make them easier to read. Furthermore, even though computers simplify the task of

justifying text (all of the lines of text are flush with the right margin rather than *ragged*), don't over-do it. Justified text is more difficult to read.

- Most of all, remember that **fonts are fun!** Your **KeyFonts** open up the world of type for all your Macintosh applications. If you (like us) find that you can never have too many fonts, give us a call - and tell us you're watching for the release of another **KeyFonts** collection in the future!

Suggested Reading:

Books:

Graphic Design for the Electronic Age, a manual for traditional and desktop publishing, Jan V. White (Watson-Guptill), 1988.

Type from the Desktop: Designing with Type and Your Computer, Clifford Burke (Ventana Press), 1990.

TypeStyle: How to Choose and Use Type on a Personal Computer, Daniel Will-Harris (PeachPit Press), 1990.

Periodicals:

Business Publishing Magazine, (previously "Personal Publishing") Hitchcock Publishing Company. (800) 234-0733 or (708) 665-1000. 1992 Subscription rate: \$24/yr.

Desktop Communications Magazine, an IDC publication. (800) 966-9052 or (404) 493-4786. 1992 Subscription rate: \$24/yr.

Publish Magazine, Integrated Media, Inc. (800) 274-5116 or (303) 447-9330. 1992 Subscription rate: \$39.⁹⁰/yr.

Appendices

On the following pages, you'll find a complete example listing of the typestyles included in this **KeyFonts** package. Many are high-quality "clones" of typeface families from the world's top type designers and foundries, including Adobe, MonoType, Agfa, URW, Linotype-Hell, ITC and others. Because the original type designers/foundries often hold trademarks on the common names, the names of our fonts may not be as familiar to you, so below we've included an index providing the common name equivalents of our typefaces. Additionally, you'll find a keyboard reference table for each of our symbols fonts (Dingbats1 and 2 and KeyCaps) so you'll be able to find the right keystrokes to bring up the ones you need.

Common Name	KeyFonts Name
Americana	Amphion
Arial	Arena
Avant Garde	Avian
Baskerville	Basset
Bauhaus	Bordeaux
Bodoni	Boston
Broadway	Marquee
Caslon	Casque
Century Schoolbook	Schoolbook
Cooper	Cookie
Coronet	Cornet
Korinna	Krone
Friz Quadrata	Fritz
Futura	Futurist
Garamond	Garnet
Goudy	Gilde
Graphic Light	Grail
Helvetica	Arena
Harry	Hammer

Common Name	KeyFonts Name
Hobo	Hobby
Humanist	Optane
Kaufmann	Koffee
Mistral	Minstrel
Optima	Optane
Orator	Oracle
Palatino	Palisade
Park Avenue	Park Place
Poster	Black
Souvenir	Soutane
Spenser Script	Formal Script
Swiss	Arena
Tekton	Technical
Umbra	Ultra
Vag Rounded	Vagabond
Zapf Dingbats	Dingbats

Typeface "common names" are trademarks of their respective companies: Adobe Systems, ATF Type, Fundicion Tipografica Neufville S.A., International Typeface Corporation, Kingsley, Linotype-Hell Company, Ludlow, M. Olive and the Monotype Corporation. Product registered trademark/trademark/tradename references belong to their respective companies: Apple Computer Company, Adobe Systems Incorporated. All other product, typeface and brand names are trademarks or registered trademarks of their respective holders.

Typographic Character Reference

Typographic characters and symbols are included in all of the **KeyFonts** typefaces, though the text-type fonts usually include more than some of the headline/display fonts. All include, as a minimum, curly single and double quotes at the Macintosh standard key-combinations of **OPTION** -[, **OPTION** -] and **SHIFT** -**OPTION** -[and]. The following table shows the set of typographic characters/symbols included in most **KeyFonts**. On the table, "O2" means **OPTION** [2], and "SO/" means **SHIFT** **OPTION** [/]. If you have System 7, you can also use the KEY CAPS utility from the Apple Accessories menu to see exactly what characters are included in any particular font. To access the typographic characters, you can cut-and-paste using the Apple KEY CAPS utility or just type the key-combination for the character you need. For example, to bring up the copyright symbol (©), you would hold down the **OPTION** key while typing **G** on the keyboard.

Description	Keys	Char
ellipsis	O;	...
dagger	Ot	†
double dagger	SO7	‡
permille	SO*	‰
left guillemet	SO3	«
right guillemet	SO4	»
left single quotation	O]	'
right single quotation	SO]	'
left double quotation	O[	"
right double quotation	SO[	"
bullet	O8	•
em-dash	SO-	—
en-dash	O-	-
trademark ligature	O2	™
inverted exclamation	O1	¡
cent sign	O4	¢
pound sterling	O3	£
currency	SO2	¤
yen	Oy	¥
section	O6	§
copyright symbol	Og	©
left double guillemet	O\	«
right double guillemet	SO\	»
registered trademark	Or	®
accent (acute)	SOe	´
paragraph ligature	O7	¶
inverted question mark	SO/	¿
german dbl 's' or Beta	Os	ß

Serifed Text Fonts

✓ Amphion <i>Amphion</i> Italic Amphion Bold <i>Amphion</i> Outline	Garnet <i>Garnet</i> Italic Garnet Bold <i>Garnet</i> Bold Italic
Basset <i>Basset</i> Italic Basset Bold <i>Basset</i> Bold Italic	Gilde <i>Gilde</i> Italic Gilde Bold <i>Gilde</i> Bold Italic
Boston <i>Boston</i> Italic Boston Bold <i>Boston</i> Bold Italic	Grail Light
✓ Casque Open Face	Palisade <i>Palisade</i> Italic Palisade Bold <i>Palisade</i> Bold Italic
Krone <i>Krone</i> Italic Krone Bold <i>Krone</i> Bold Italic Krone Extra Bold	Schoolbook <i>Schoolbook</i> Italic Schoolbook Bold <i>Schoolbook</i> Bold Italic
Fritz Fritz Bold	Soutane <i>Soutane</i> Italic Soutane Bold <i>Soutane</i> Bold Italic

Sans Serif Text Fonts

Arena Condensed <i>Arena Condensed</i> Italic Arena Condensed Bold <i>Arena Condensed</i> Bold Italic Arena Outline	Letter Gothic <i>Letter Gothic</i> Italic Letter Gothic Bold <i>Letter Gothic</i> Bold Italic
Avian <i>Avian</i> Italic Avian Bold <i>Avian</i> Bold Italic	OCR-A
✓ Bordeaux Light Bordeaux Medium Bordeaux Bold	Optane <i>Optane</i> Italic Optane Bold <i>Optane</i> Bold Italic Optane Extra Bold <i>Optane</i> Extra Bold Italic
Futurist <i>Futurist</i> Italic Futurist Bold <i>Futurist</i> Bold Italic	ORACLE <i>ORACLE</i> Italic
✓ Hammer Thin Hammer Fat	✓ Technical <i>Technical</i> Italic
	Vagabond Vagabond Bold

Script Fonts

*✓ Brush Hand**Koffee**✓ Brush Script**Koffee* **Bold***Chancery**✓ Minstrel**Chancery* **Bold***Park Place* ✓*✓ Cornet**Formal Script* ✓

Accents

Dingbats



Keycaps



Decorative/Headline Fonts

✓ **Bordeaux Black****Boston Black****Boston Black** *Italic**✓* **Marquee***✓* **Marquee Engraved****Cookie****Cookie** *Italic**✓* **Futurist Poster****Hobby Headline***✓* **Old English Gothic****STENCIL***✓* **ULTRA SHADOW**

ACCENT FONT REFERENCE

Key Board	Ding-Bats1	Ding-Bats2	Key-Caps
sp			
!	✂	➡	Ⓛ
"	✂	➡	Ⓜ
#	✂	➡	Ⓝ
\$	✂	➡	Ⓞ
%	✂	➡	Ⓟ
&	✂	➡	Ⓠ
'	✂	➡	Ⓡ
(	✂	➡	Ⓢ
)	✂	➡	Ⓣ
*	✂	➡	Ⓤ
+	✂	➡	Ⓥ
,	✂	➡	Ⓦ
-	✂	➡	Ⓧ
.	✂	➡	Ⓨ
/	✂	➡	Ⓩ
0	✂	➡	ⓐ
1	✂	➡	ⓑ
2	✂	➡	ⓒ
3	✂	➡	ⓓ
4	✂	➡	ⓔ
5	✂	➡	ⓕ
6	✂	➡	ⓖ
7	✂	➡	ⓗ

Key Board	Ding-Bats1	Ding-Bats2	Key-Caps
8	✂	➡	Ⓢ
9	✂	➡	Ⓣ
:	✂	➡	Ⓤ
;	✂	➡	Ⓥ
<	✂	➡	Ⓦ
=	✂	➡	Ⓧ
>	✂	➡	Ⓨ
?	✂	➡	Ⓩ
@	✂	➡	ⓐ
A	✂	➡	ⓑ
B	✂	➡	ⓒ
C	✂	➡	ⓓ
D	✂	➡	ⓔ
E	✂	➡	ⓕ
F	✂	➡	ⓖ
G	✂	➡	ⓗ
H	✂	➡	ⓘ
I	✂	➡	ⓙ
J	✂	➡	ⓚ
K	✂	➡	ⓛ
L	✂	➡	ⓜ
M	✂	➡	ⓝ
N	✂	➡	ⓞ
O	✂	➡	ⓟ

ACCENT FONT REFERENCE

Key Board	Ding-Bats1	Ding-Bats2	Key-Caps
P	☆	●	Ⓟ
Q	✱	●	Ⓠ
R	✱	●	Ⓡ
S	✱	●	Ⓢ
T	✱	●	Ⓣ
U	✱	●	Ⓤ
V	✱	●	Ⓥ
W	✱	●	Ⓦ
X	✱	●	Ⓧ
Y	✱	●	Ⓨ
Z	✱	●	Ⓩ
[	✱	●	ⓐ
\	✱	●	ⓑ
]	✱	●	ⓒ
^	✱	●	ⓓ
_	✱	●	ⓔ
`	✱	●	ⓕ
a	✱	①	ⓖ
b	✱	②	ⓗ
c	✱	③	ⓘ
d	✱	④	ⓙ
e	✱	⑤	ⓚ
f	✱	⑥	ⓛ
g	✱	⑦	ⓜ

Key Board	Ding-Bats1	Ding-Bats2	Key-Caps
h	✱	⑧	ⓞ
i	✱	⑨	ⓠ
j	✱	⑩	ⓡ
k	✱	➤	ⓢ
l	●	➤	ⓤ
m	○	➤	ⓦ
n	■	➤	ⓨ
o	□	➤	⓬
p	□	➤	⓮
q	□	①	⓯
r	□	②	⓰
s	▲	③	⓱
t	▼	④	⓲
u	◆	⑤	⓳
v	◆	⑥	⓴
w	◆	⑦	⓵
x	◆	⑧	⓶
y	◆	⑨	⓷
z	◆	⑩	⓸
{	●	➤	⓹
	●	➤	⓺
}	●	➤	⓻
~	●	➤	⓼

NOTHING adds more impact to printed work than a variety of fonts! That's why SoftKey brings you Key Fonts for Mac, a professional library of the 100 most popular fonts. Inside Key Fonts for Mac, you get font disks for the PostScript Type 1 format AND for the exciting new TrueType technology that allows you to scale fonts on-the-fly for both your screen and printer. You get the best of both worlds! If you've got a PostScript printer, here's the most popular collection of professional quality Type 1 fonts you can buy! If you don't have a PostScript printer then TrueType is for you. No more "jagged" text; you'll be printing typeset quality documents in minutes.

SYSTEM REQUIREMENTS:

MAC Plus or later with hard disk and minimum 2MB of RAM with Apple System 6.03 or later. TrueType fonts require System 7.0 or later or special System 6 INIT. PostScript output requires PostScript type printer or ATM for non-PostScript printers. Works with all Macintosh compatible dot matrix, inkjet and laser printers. Ready to use immediately with MacWrite, WordPerfect, Word, PageMaker, Quark Xpress, Freehand, PowerPoint, Persuasion and hundreds of other Macintosh applications.

Macintosh is a registered trademark and TrueType is a trademark of Apple Computer Company. PostScript is a registered trademark of Adobe Systems Incorporated. Other trademarks are the property of their respective companies.

Amphion
Amphion Bold
Amphion Italic
Amphion Outline
Arena Condensed
Arena Cond. Bold
Arena Cond. Italic
Arena Cond. B-Italic
Arena Outline
Avian
Avian Bold
Avian Italic
Avian Bold Italic
Basset
Basset Bold
Basset Italic
Basset Bold Italic
Bordeaux Light
Bordeaux Medium
Bordeaux Heavy
Bordeaux Black
Boston
Boston Bold
Boston Italic
Boston Bold Italic
Boston Black
Boston Blk Ital
Brush Hand
Brush Script
Casque Open Face
Chancery Cursive
Chancery Bold
Cookie
Cookie Italic

Cornet Script
Dingbats ▲✓✕☞☞☞☞
Formal Script
Fritz
Fritz Bold
Futurist
Futurist Bold
Futurist Italic
Futurist Bold Ital
Futurist Black
Garnet
Garnet Bold
Garnet Italic
Garnet Bold Italic
Gilde
Gilde Bold
Gilde Italic
Gilde Bold Italic
Grail Light
Hammer Thin
Hammer Fat
Hobby Headline
KEYCAPS
Koffee
Koffee Bold
Krone
Krone Bold
Krone Italic
Krone Bold Italic
Krone Ex Bold
Letter Gothic
Letter Gothic Bold
Letter Gothic Ital
Letter Goth B-Ital

Marquee
Marquee Engraved
Minstrel Script
Old English Gothic
Optical Char OCR-A
Optane
Optane Bold
Optane Italic
Optane Bold Italic
Optane Extra Bold
Optane Ex Bold Ital
ORACLE
ORACLE ITALIC
Palisade
Palisade Bold
Palisade Italic
Palisade Bold Ital
Park Place
Schoolbook
Schoolbook Bold
Schoolbook Italic
Schoolbook Bold Ital
Soutane
Soutane Bold
Soutane Italic
Soutane Bold Ital
STENCIL
Technical
Technical Italic
ULTRA
Vagabond
Vagabond Bold

Samples printed from actual
KeyFonts laser printer output.

THE SOFTKEY STORY: BEST SELLING TITLES AT PAPERBACK PRICES

With SoftKey you get all the latest features, frequent upgrades and superb technical support. Comparable products cost much more. How do we do it? Simple. It's the SoftKey way of doing business – many different products, large production runs, efficient packaging, low overheads. The savings are enormous. And we pass them on to you. Softkey brings you into the new age of software publishing – cutting prices, not quality or features. SoftKey's shares trade on NASDAQ, symbol SKEYF.

For more information, or to obtain a catalog of our many products, please write or fax:

SoftKey Software Products, Inc. • 4800 North Federal Highway • 3rd Floor, Building D • Boca Raton, FL 33431

SALES (407) 367-0005

FAX (407) 367-1611

TECHNICAL SUPPORT (407) 367-1415

FONTS



Serifed Text Fonts

Amphion
Casque Open
Garnet
Gilde
GraphicLight
New Cen.School
Palatino
Times

Amphion
Casque Open
Garnet
Gilde
GraphicLight
New Cen.School
Palatino
Times

Amphion ABCDabcd
Casque Open ABCDabcd
Garnet ABCDabcd
Gilde ABCDabcd
GraphicLight ABCDabcd
New Cen.School ABCDabcd
Palatino ABCDabcd
Times ABCDabcd

Sans Serif Text Fonts

Architec
Avant Garde
Chicago
Futura
H Futura
Geneva
Hammer Fat
Helvetica
Monaco
Optane

Architec
Avant Garde
Chicago
Futura
H Futura
Geneva
Hammer Fat
Helvetica
Monaco
Optane

Architec ABCDabcd
Avant Garde ABCDabcd
Chicago ABCDabcd
Futura ABCDabcd
H Futura ABCDabcd
Geneva ABCD abcd
Hammer Fat ABCDabcd
Helvetica ABCDabcd
Monaco ABCDabcd
Optane ABCDabcd

Script Fonts

Brush Hand
Brush Script
Chancery
Cornet
Enya
Minstrel
Park Place
Zapf Chancery

Brush Hand
Brush Script
Chancery
Cornet
Enya
Minstrel
Park Place
Zapf Chancery

Brush Hand ABCDabcd
Brush Script ABCDabcd
Chancery ABCDabcd
Cornet ABCDabcd
Enya ABCDabcd
Minstrel ABCDabcd
Park Place ABCDabcd
Zapf Chancery ABCDabcd

Decorative/Headline Fonts

Hobby Headline
Marquee
Marq.Engraved
Old English
ULTRA SHADOWS

Hobby Headline
Marquee
Marq.Engraved
Old English
ULTRA SHADOWS

Hobby Headline ABCD
Marquee ABCDabcd
Marq.Engraved
Old English ABCDabcd
ULTRA SHADOWS ABCDABCD